JAN 20

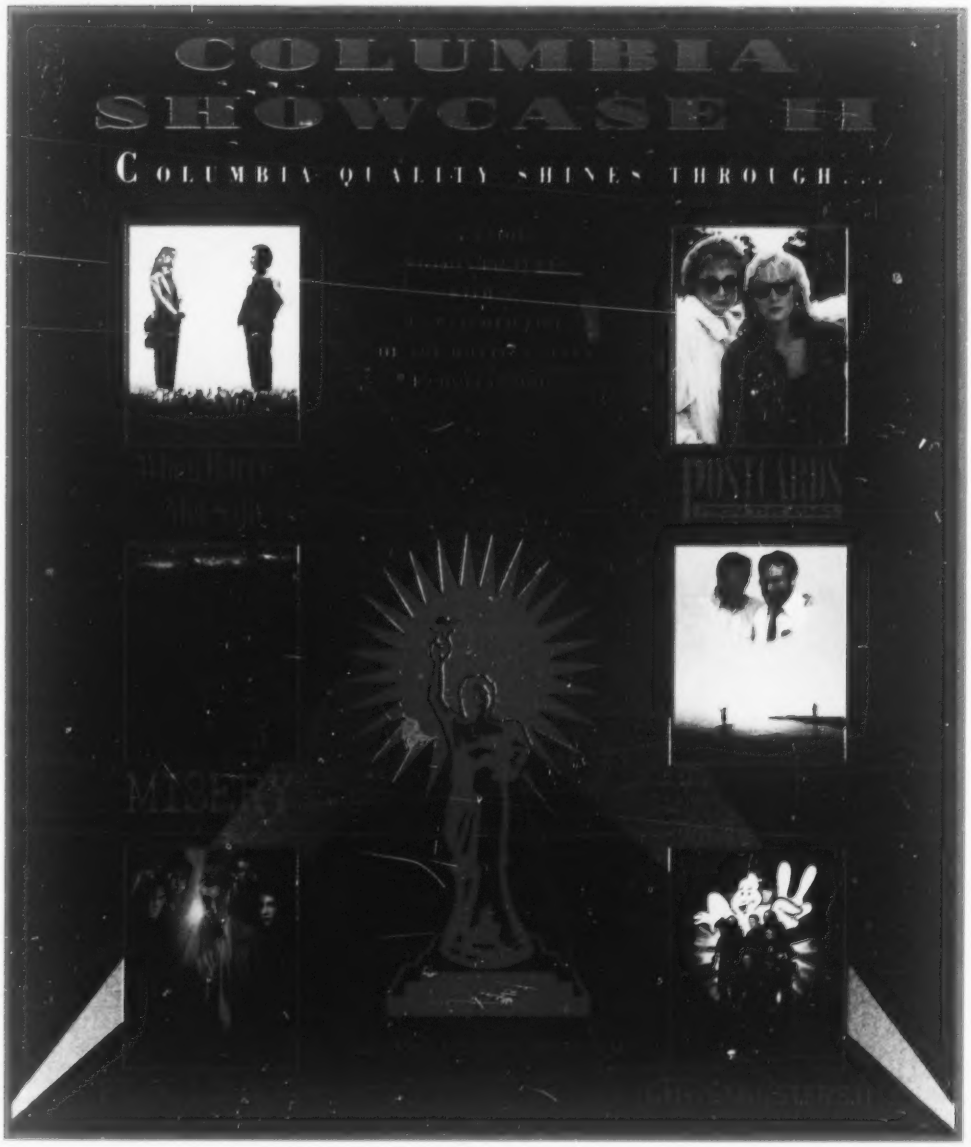
Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ FROM THE CBS MAILBOX: ALAN BELL / 23

❑ ABC AND CBS JOIN CALL TO RELAX PTAR / 31

❑ NETWORKS MEET THE PRESS / 18



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S.12: THE BILL WHOSE TIME HAS COME

the controversy would come to a vote before the TV board on Wednesday. Instead, a negotiating committee comprising affiliate, network and independent station representatives was named to work out the matter by Feb. 19 (the FCC's filing deadline is March 2). Failing resolution, the NAB board will have to retackle the issue on its own.

The two boards agreed on several policy resolutions: to urge all board members to contribute to TARPAC, the NAB's political action fund, and to lobby his or her own member of Congress; to support the FCC's re-examination of radio ownership limits; to support time brokerage agreements; to support relaxation of the duopoly rules that restrict ownership to one each in the various service bands (AM, FM and TV), and to seek a freeze on new FM stations and a review of FM radio allocations and licensing policy.

The two boards were in agreement on several policy resolutions. The radio board endorsed the revised NAB plan for implementing digital audio broadcasting, which calls for an in-band approach and abandons support of the European Eureka system. It also issued a statement on telco entry into broadband facilities, insisting on broadcast access to both systems and technologies and retention of control by broadcasters of their signals and the circumstances under which others use their signals.

The two-day legislative forum that preceded the joint board meeting produced little news. The high point was House Republican Leader Robert Michel's (R-Ill.) declaration—after saying he was reluctant to impose restrictions on communications media—that "S. 12 and [the companion] H.R. 3380 are pretty good pieces of legislation," albeit on a collision course with the Bush administration. A discordant note was sounded by Representative Sonny Callahan's (R-Ala.) castigation of the media for negative reporting of the national economy. "I've never heard Irving R. Levine [of NBC News] say one thing positive about the economy," Callahan said. He urged his largely station audience not to be puppets of the networks.

Perhaps the most controversial appearance during the joint boards was by Massachusetts Institute of Technology Professor Nicholas Negroponte, whose Media Lab is reputed to be

This Week

CABLE BILL IN THE SENATE / 3

With its opponents' substitute measure beginning to mirror the original, S.12 stands a good chance of Senate passage.

CRITICS' PREVIEWS / 18

ABC has landed Delta Burke for a half-hour comedy that could debut as early as next fall, and CBS plans to launch five new series during the once-dormant summer season.

PPV WORLD CUP? / 25

World Cup soccer organizers are talking to TV-rights bidders about putting some of the 1994 World Cup's 52 games on pay per view.

HBO TOPS ACES / 26

Home Box Office garnered 27 ACE awards at the 13th annual ceremony last week. Showtime was second (9) and A&E and CNN tied for third (7).

POST-BIRCH ARBITRON / 28

The radio industry is wondering how Arbitron will act now that Birch Radio has ceased operations and it has the ratings field mostly to itself. Some observers expect price hikes, but the company says "our approach to pricing will not change."

GROWING PTAR CONSENSUS / 31

The ABC and CBS affiliate groups (NBC is still on the fence) have weighed in against the prime time access rule's off-network program prohibition. But even consensus among affiliates may not overcome the FCC's current indisposition to move on the matter.

STATIONS HIT BY AD LIMITS / 38

Ad inventory given up to meet the FCC's new restrictions for children's programing is coming mostly out of stations' pockets rather than syndicators', but new negotiations should determine whether the two can work out an equitable arrangement.

VIDEOCIPHER UPGRADE / 41

General Instrument will spend $50 million to upgrade its VideoCipher II descrambler, which has been plagued by black-market copies since it was introduced in 1985. HBO, Showtime, Netlink USA and Southern Satellite Systems have agreed to switch their feeds.

Sonya Friedman, host of CNN's 'Sonya Live,' and Discovery Networks Chairman John Hendricks at the 13th annual ACE awards (p.26)

Bob Iger at press tour (p.18)

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week ϟ Jan6-12

	ABC	CBS	NBC	FOX
MONDAY	15.0/23	17.2/27	12.3/19	NO PROGRAMING
8:00	35. FBI: Untold Stories 13.5/21	18. Evening Shade 15.5/24	18. Fresh Prince 15.5/24	
8:30	28. American Det. 14.2/22	11. Major Dad 16.9/26	43. Blossom 13.0/20	
9:00	17. ABC Monday Night Movie—Survive the Savage Sea 15.6/24	5. Murphy Brown 19.6/29	59. NBC Monday Night Movies—Murder Without Motive 11.3/18	
9:30		8. Designg Wmn 18.2/28		
10:00		13. Northern Exposure 16.5/26		
10:30				
TUESDAY	16.5/26	12.6/19	13.2/20	NO PROGRAMING
8:00	9. Full House 18.0/27	14. Rescue: 911 16.3/24	70. I'll Fly Away 10.1/15	
8:30	6. Home Improvmt 18.8/28			
9:00	3. Roseanne 22.4/33	61. CBS Tuesday Night Movie—Miles From Nowhere 10.8/17	26. In the Heat of the Night 14.7/22	
9:30	6. Coach 18.8/28			
10:00	66. Homefront 10.4/18		25. Law and Order 14.8/25	
10:30				
WEDNESDAY	10.6/17	12.3/20	12.9/21	NO PROGRAMING
8:00	54. Dinosaurs 11.7/19	55. Davis Rules 11.6/19	21. Unsolved Mysteries 15.2/24	
8:30	42. Wonder Years 13.1/20	71. Brooklyn Bridge 9.9/15		
9:00	38. Doogie Howser 13.4/20	47. Jake and the Fatman 12.8/20	48. Seinfeld 12.6/19	
9:30	68. Anything B/Love 10.3/16		57. Night Court 11.4/18	
10:00	83. Civil Wars 7.5/13	40. 48 Hours 13.2/23	57. Quantum Leap 11.4/20	
10:30				
THURSDAY	13.4/21	11.7/18	15.3/24	11.8/17
8:00	39. Columbo 13.3/20	60. Top Cops 10.9/17	23. Cosby 15.0/23	31. Simpsons 14.0/21
8:30			40. Torkelsons 13.2/20	73. Herman's Head 9.4/14
9:00		51. Street Stories* 12.0/18	12. Cheers 16.7/25	53. Beverly Hills 90210 11.8/17
9:30			24. Wings 14.9/22	
10:00	35. Primetime Live 13.5/22	50. Knots Landing 12.3/20	16. L.A. Law 16.1/27	
10:30				
FRIDAY	13.2/22	12.4/21	12.8/22	6.0/10
8:00	34. Family Matters 13.7/23	28. CBS Friday Movie Special—Gunsmoke: To the Last Man 14.2/24	65. Days of Our Lives Special 10.5/18	83. America's Most Wanted 7.5/13
8:30	43. Step By Step 13.0/21			90. Hidden Video 4.9/8
9:00	56. Baby Talk 11.5/19		33. Soap Opera Awards 13.9/24	93. Best of the Worst 4.2/7
9:30	66. Perfect Strngrs 10.4/17			
10:00	21. 20/20 15.2/26	75. Hearts Are Wild* 8.7/15		
10:30				
SATURDAY	9.7/17	10.1/17	12.3/21	6.7/12
8:00	78. Who's the Boss? 8.0/14	63. CBS Saturday Movie—The Untouchables 10.7/18	30. Golden Girls 14.1/24	79. Cops 7.6/13
8:30	79. Growing Pains 7.6/13		52. Walter and Emily 11.9/20	75. Cops 2 8.7/15
9:00	63. ABC Wide World of Sports Special 10.7/19		27. Empty Nest 14.4/24	89. Paul Rodriguez: Behind Bars 5.2/9
9:30			43. Nurses 13.0/22	
10:00			69. Sisters 10.2/18	
10:30		85. All in the Family 7.3/13		
SUNDAY	11.1/17	20.8/32	11.8/18	8.7/13
7:00	77. Life Goes On 8.2/13	2. NFC Post-Game 25.1/41	91. Eerie, Indiana 4.8/8	86. True Colors 6.7/10
7:30		1. 60 Minutes 26.0/39	88. The Torkelsons 5.6/8	79. Parker Lewis 7.6/12
8:00	31. Am Fun Hme Vid 14.0/20		79. Hot Country Nights 7.6/11	35. In Living Color 13.5/20
8:30	20. Am Fun People 15.3/22	4. Murder, She Wrote 20.1/29		72. Roc 9.7/14
9:00	61. ABC Sunday Night Movie—Last Wish 10.8/17		10. NBC Sunday Night Movie—Tremors 17.1/26	49. Married w/Childn 12.4/18
9:30		15. CBS Sunday Movie—Diagnosis of Murder 16.2/26		74. Herman's Head 9.3/14
10:00				87. Get a Life 6.1/10
10:30				92. Charlie Hoover 4.4/7
WEEK'S AVGS	12.7/20	14.2/23	12.9/21	8.4/13
SSN. TO DATE	12.1/20	13.4/22	12.5/21	7.8/12

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

clauses specifying that if there were cuts to be made, they would be made proportionally, so that both the syndicator and the station would share the burden of reduced advertising equally. In the meantime, stations are using their inventory that cannot be used for commercial matter for promotions and public service announcements.

One method that might solve the potential problem suggested by Kell and other general managers would have syndicators giving stations back time in the fourth quarter, when the children's market is at its strongest. Says Kell: "If I can pick up an extra 30-second spot in the fourth quarter, then turn it over to the syndicator in the first quarter, that spot is more beneficial [to the station] in the fourth quarter as opposed to the rest of the year."

Bigger risk for small syndicators

Those syndicators with strong children's programing may not have to give up much in the way of inventory to stations, while those with weaker programing could suffer. That could hurt smaller syndicators, who already are having trouble in a down economy.

Not all programing viewed primarily by children will be affected by the new regulations. Stations airing programs such as *The Flintstones* and *The Jetsons*, which originally aired in prime time for adult audiences, do not have to comply with the guidelines.

Turner Program Services recently announced it is launching *Kids News*, a non-animated show. It is, says John Walden, senior vice president, marketing and sales, TPS, "designed to fit the needs of stations to meet the FCC's new guidelines" requiring the commission to consider the extent to which holders of broadcast licenses have served children's "educational and informational needs" during license renewals.

Much of the impact these new regulations will have on the industry will come down to how the economy recovers this year. Demand for children's programing by advertisers has been on the rise over the last few years after a decline—at least for the networks—from 1985 to 1988. Now, with NBC getting out of the children's programing business and with the new regulations, syndicators are banking on the reduced amount of available inventory leading to higher unit costs and cost-per-thousand. Syndicators claim they passed the networks last year with total advertising revenue approaching $200 million, while the three networks and Fox accounted for roughly $180 million. Of that $180 million, NBC accounted for close to $40 million. ■

Changing Hands

KKCW(FM) Beaverton (Portland), Ore. □ Sold by Trumper Communications Inc. to Force II Inc. for $21 million. **Seller** is headed by Jeffrey Trumper, who also owns WLAP-AM-FM Lexington, Ky.; KQQL(FM) Minneapolis and WTDR(FM) Charlotte, N.C. **Buyer** is headed by Norman Feuer, who holds approximately 6.9% voting stock of Noble Broadcast Group, licensee of 8 AM's and 10 FM's. KKCW has soft rock format on 103.3 mhz with 100 kw and antenna 1,654 feet above average terrain. *Broker: Star Media Group Inc.*

KOPA(AM)-KSLX(FM) Scottsdale, Ariz. □ Sold by Cook Inlet Radio Partners Ltd. to Great American Television & Radio Co. Inc. for

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$2,330,000** □ **8**
FM's □ **$23,575,000** □ **6**
AM-FM's □ **$19,186,240** □ **9**
TV's □ **$0** □ **0**
Total □ **$45,091,240** □ **23**

1991 to Date:

AM's □ **$84,659,886** □ **274**
FM's □ **$247,586,223** □ **293**
AM-FM's □ **$362,015,641** □ **222**
TV's □ **$1,067,579,400** □ **83**
Total □ **$1,761,841,150** □ **872**

For 1990 total see Jan. 7, 1991 Broadcasting.

CLOSED!

KSJX-AM/KSJO-FM, San Jose, CA from **Narragansett Broadcasting Company of California, Inc.,** to **BayCom Partners, L.P.,** Jack McSorley and Ed Canty, Principals.

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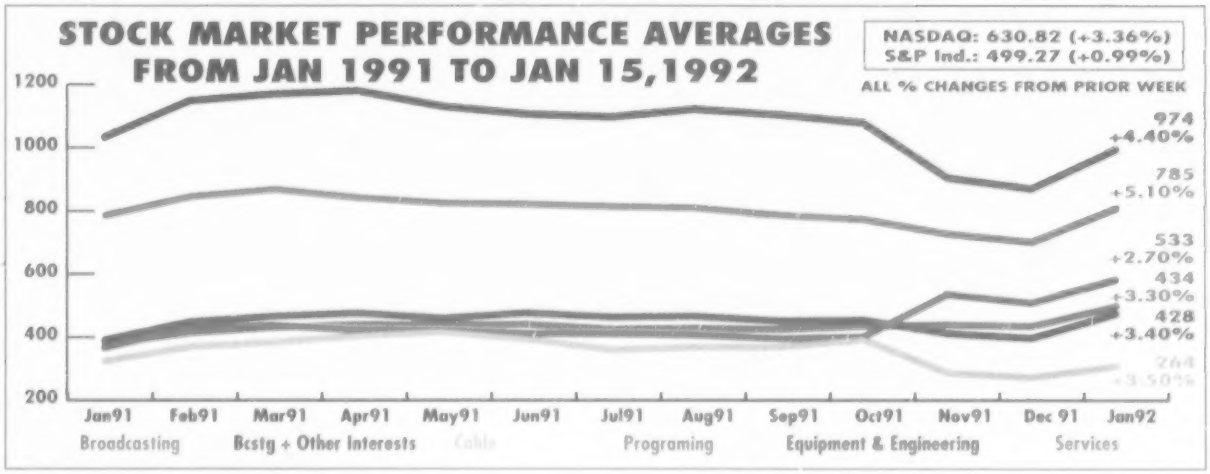
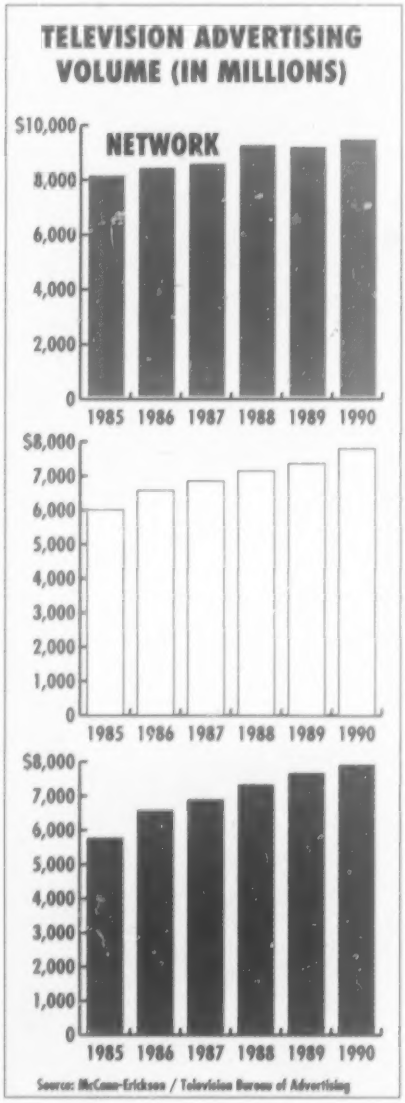
Broadcasting's By The Numbers





SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's‡	TOTAL*
Commercial AM	4,985	232	5,217
Commercial FM	4,570	1,015	5,585
Educational FM	1,507	315	1,822
Total Radio	**11,062**	**1,562**	**12,624**
Commercial VHF TV	556	16	572
Commercial UHF TV	576	168	744
Educational VHF TV	123	5	128
Educational UHF TV	234	10	244
Total TV	**1,489**	**199**	**1,688**
VHF LPTV	232	154	386
UHF LPTV	742	862	1,604
Total LPTV	**974**	**1016**	**1,990**
FM translators	1,892	362	2,254
VHF translators	2,702	84	2,786
UHF translators	2,330	376	2,706

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
‡ Construction permit. [1]Instructional TV fixed service. [2]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Bravo, the cable network with a mix of basic and pay subscribers and no advertising, announced last week it **is pursuing corporate underwriting dollars** along the lines of public television. The switch, which comes as an increasing number of systems are offering Bravo as a basic service, did not immediately raise concerns among PBS executives. Bravo has already begun treading on public TV territory by striking a deal with long-time PBS partner Texaco to underwrite all of its performing-arts programing, about 25% of the network's total time. The agreement is for 200 hours of programing through July 1993. Texaco's annual performing-arts advertising budget is said to be $8 million to $10 million, with $200,000 to $300,000 of that now earmarked for Bravo.

Katz and Seltel have finished negotiations and are expected to close their merger deal in two weeks for close to $15 million

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 5. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.4/222/98
2. Jeopardy!	12.8/214/98
3. Oprah Winfrey Show	11.1/207/96
4. Star Trek	8.3/240/98
5. Entertainment Tonight	8.0/183/95
6. Cosby Show	8.7/205/97
7. Wheel Of Fortune (Wknd)	8.0/185/83
8. Current Affair	7.6/165/91
9. Donahue	7.3/223/97
10. Married...With Children	7.2/156/90
10. WKRP in Cincinnati	7.2/236/99
12. Inside Edition	6.9/125/87
13. Sally Jessy Raphael	6.2/206/97
14. Hard Copy	5.9/160/89
15. Warners Bros. Prem Ed II	5.5/115/91

(BROADCASTING, Jan. 13). Sources close to the deal said that while a few Katz clients are still "tepid" about the rep firm buying competitor Seltel, 95% of the clients approve. Said one observer: "There is always some breakage in a deal like this, but we are beyond the point of being worried about breakage. In six months everybody will forget this ever happened."

Bids are due in next week for ABC affiliate, WOI-TV Des Moines. Owner Iowa State University retained Sandler Capital Management and the Ted Hepburn Co. to sell the station if the bids meet its expectation, which one source said is about $12 million. One market observer, who asked not to be identified, speculated that only a well-endowed company could meet the university's expectation. He said that WOI-TV had a cash flow last year of $650,000 on revenue of $6 million-$7 million. Therefore, he suggested the amount of bank and other debt financing would probably not cover even half of $12 million. Any buyer will also have to find a new studio, although not immediately, since the current facility is owned by the university.

The Walt Disney Co. is acquiring 50% of the CBS-MTM Studios lot as part of the $27 million cash transaction agreement with MTM's London-based parent company, TVS Entertainment. A high-ranking executive at MTM said most of the Disney proceeds would be used to reduce MTM's debt load, but may also go into funding further network and syndication development projects. The purchase is subject to the final consent of the other principal owner, CBS, and various creditors of MTM.

New Line Television Distribution will be placing *Cabin Fever Country* into syndication next season, in step with the recent flurry of country music-oriented network and syndicated series that began when NBC's *Hot Country Nights* started scoring strong numbers on Friday nights. Next were the weekly syndicated 1992-93 launches of *America's New Country* (distributed by Manhattan Sierra), *Countryline USA* (Carolco

LIEBERTHAL LEAVING COLUMBIA

Gary Lieberthal has exercised an out clause in his contract with Sony Pictures Entertainment and will retire as chairman of Columbia Pictures Entertainment at the end of February, coinciding with the end of the company's fiscal year.

Last week's announcement ended months of speculation, denied by Lieberthal at the time, that he was leaving the company. "At the time, it was the right response," said Lieberthal, 46, who said he did not make a decision to leave until the end of the year. "I've done what I set out to do," he added.

Since joining the company in 1985, when Coca-Cola Co. bought Columbia, CPT has generated $700 million in operating profit, said Lieberthal, who added that CPT was the most profitable division of Columbia in five of the six years that he was at the helm. During that time, the company has produced more than 4,000 episodes of television series and sold two of the three highest revenue-generating sitcoms in syndication—*Who's the Boss?* and *Married...with Children.*

Lieberthal will remain on the board of Sony Pictures Entertainment and will relocate with his family to Charlottesville, Va., where he owns a farm (originally built by Thomas Walker, legal guardian of Thomas Jefferson). He will serve as adviser to SPE, primarily on governmental affairs. -SM

Jan. 21, 1992 Not Filmed